

The Future of Academic Libraries at the Beginning of the 21st Century

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A Presentation to Florida Library Association

April 23, 2008

A great university: a great library





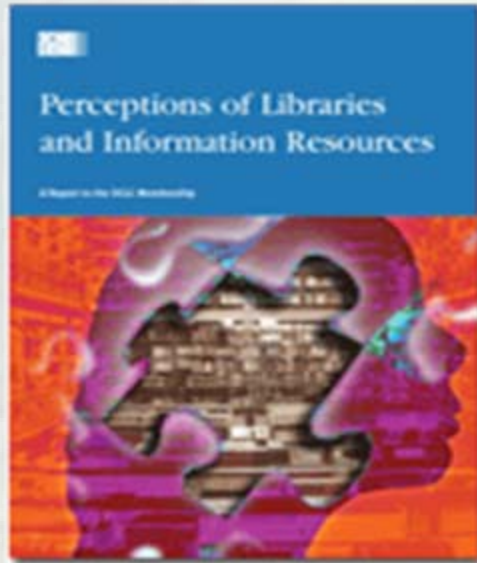
No Shortage of Predictions

- The overall market for entertainment and information is inexorably going digital. One day, most music, movies, and perhaps even printed words will be sent as bits over the Internet instead of in bulky boxes. “Amazon Accelerates Its Move to Digital,” Brad Stone, *NYTimes*, April 7, 2008
- The rush to digitize the written record is one of a number of critical moments in the long saga of our drive to accumulate, store, and retrieve information efficiently. It will result not in the infotopia that the prophets conjure up but in one in a long series of new information ecologies, all of them challenging, in which readers, writers, and producers of text have learned to survive. “*Future Reading: Digitization and Its Discontents*,” Anthony Grafton, *The New Yorker*, November 5, 2007

Infotopia or Dystopia?

- A recent article in my local newspaper about libraries “efforts to woo teens,” caught my eye. Apparently, the works of such luminaries as Rudyard Kipling and Mark Twain have been replaced with the Xbox and Nintendo Wii. It is little wonder that our nation’s literacy rate continues to decline. “Our Public Libraries Are Being Turned Into Video Arcades,” Dave Gibson, *American Chronicle*, March 19, 2008
- It looks like the ‘transformation’ we seek for libraries and librarianship may turn out to be more of a ‘deskilling’ of library jobs than an enhancement of the profession. More and more working librarians are ‘managed’ by a new breed of library leaders. Their model for the new public library is that dehumanized supermarket or the chaotic disorganization of the largest Barnes & Noble. “Blatant Berry: The Vanishing Librarians,” John Berry III, *Library Journal*, February 15, 2008

Recent Environmental Scans and User Studies



Where Electronic Information Searches
Begin—
by College Students across all Regions

Search Engine: 89%
Library Website: 2%
E-mail: 1%
Online database: 2%
Topic-specific Web sites: 1%

OCLC 2005

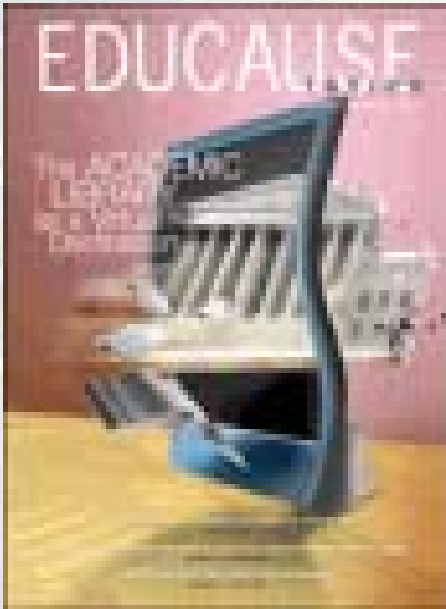


Google Generation

In general terms, this new form of information seeking
behaviour can be characterized as being horizontal,
bouncing, checking and viewing in nature.

Information Behaviour of the Researcher of the Future,
UCL, 11 January 2008

Reports in the Library Literature



Because of the fundamental role that academic libraries have played in the past century, it is tremendously difficult to imagine a college or university without a library. Considering the extraordinary pace with which knowledge is moving to the Web, it is equally difficult to imagine what an academic library will be and do in another decade.

Providing quality learning spaces; creating metadata; offering virtual reference services; teaching information literacy; choosing resources and managing resource licenses; collection and digitizing archival materials; and maintaining digital repositories

“Changing A Cultural Icon: The Academic Library As a Virtual Destination,” Jerry Campbell, *Educause Review*, January/February 2006

C&RT

September 2007 • Volume 68 • Number 5

Geographic Search: Catalogs, Gazetteers, and Maps
Michael Buckland, Aitao Chen, Fredric C. Gey, Ray R. Larson, Ruth Mostern, and Vivien Petras

Estimating Salary Compression in an ARL Institution: A University of Colorado at Boulder Case Study
Scott Seaman

Retaining and Advancing Librarians of Color

Peggy Johnson

A Strategy for Academic Libraries in the First Quarter of the 21st Century
David W. Lewis

The Elusive User: Changing Use Patterns in Academic Libraries 1995 to 2004
Charles Martell

Selected Reference Works, 2006–2007
Sarah Witte and Mary Cargill

1. Complete the migration from print to electronic collections
2. Retire legacy collections
3. Redevelop library space
4. Reposition library and information tools, resources, and expertise
5. Migrate the focus of collections from purchasing materials to curating content

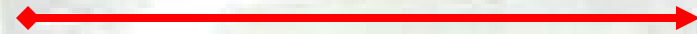
"A Strategy for Academic Libraries in the First Quarter of the 21st Century"

David W. Lewis, *C&RL*, September, 2007

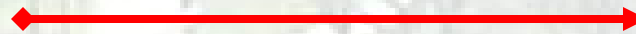
Strategic Directions for Creating the Future of the Academic Library: My Perspective

1. Move from collection development to knowledge management practice
2. Resign library space for people and collections
3. Create more collaborative organization for information services

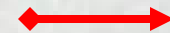
From Collection Development to Knowledge Management



1950-1975: Collection Development

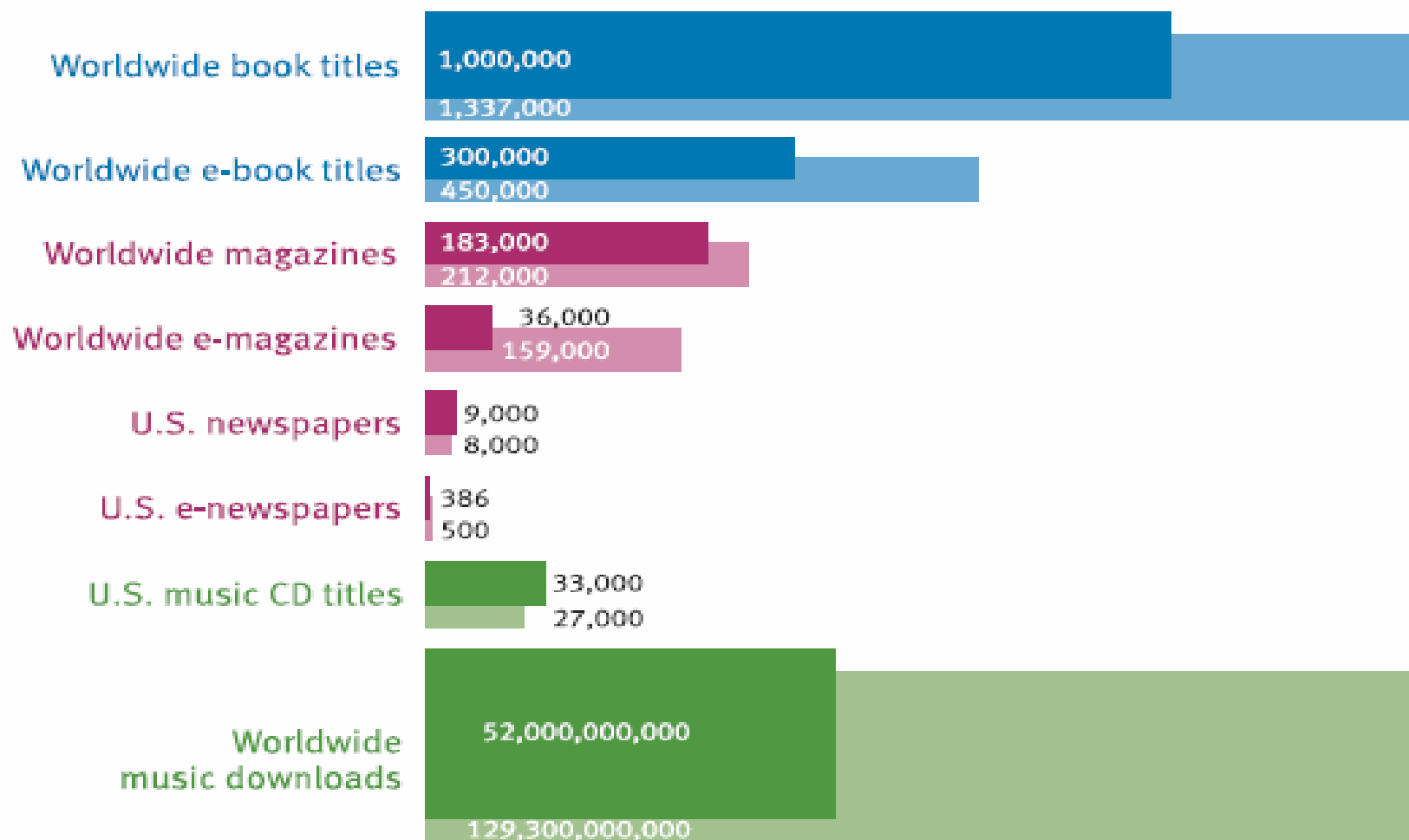


1975-2000: Collection Management



2000- :Knowledge Management

Continuing Growth of Publication



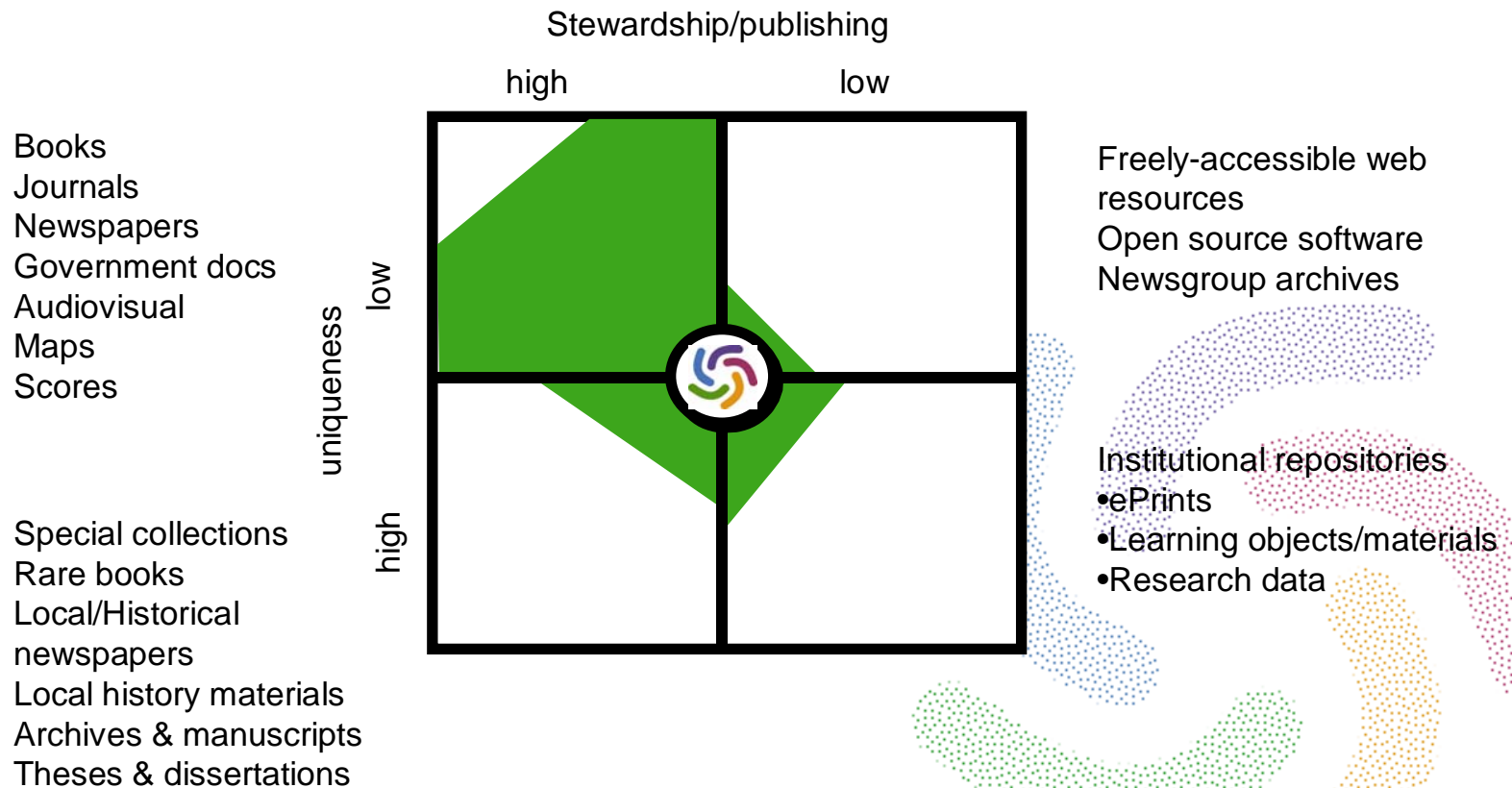
Projected shifts in *annual*
production volume

2004–2009

OCLC: 2004 Information Format Trends

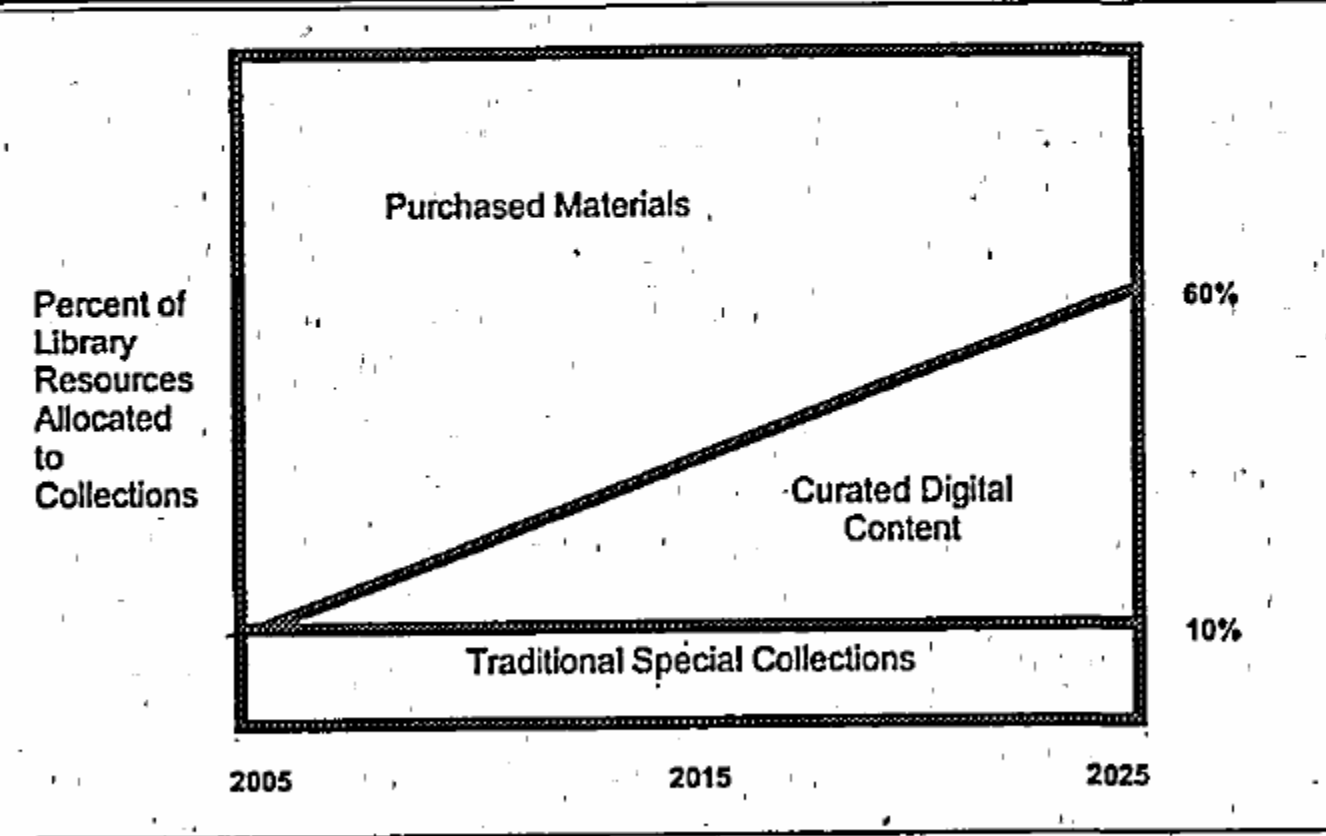
Data Maps-Metadata

Relative emphasis of content in WorldCat



Lorcan Dempsey, OCLC

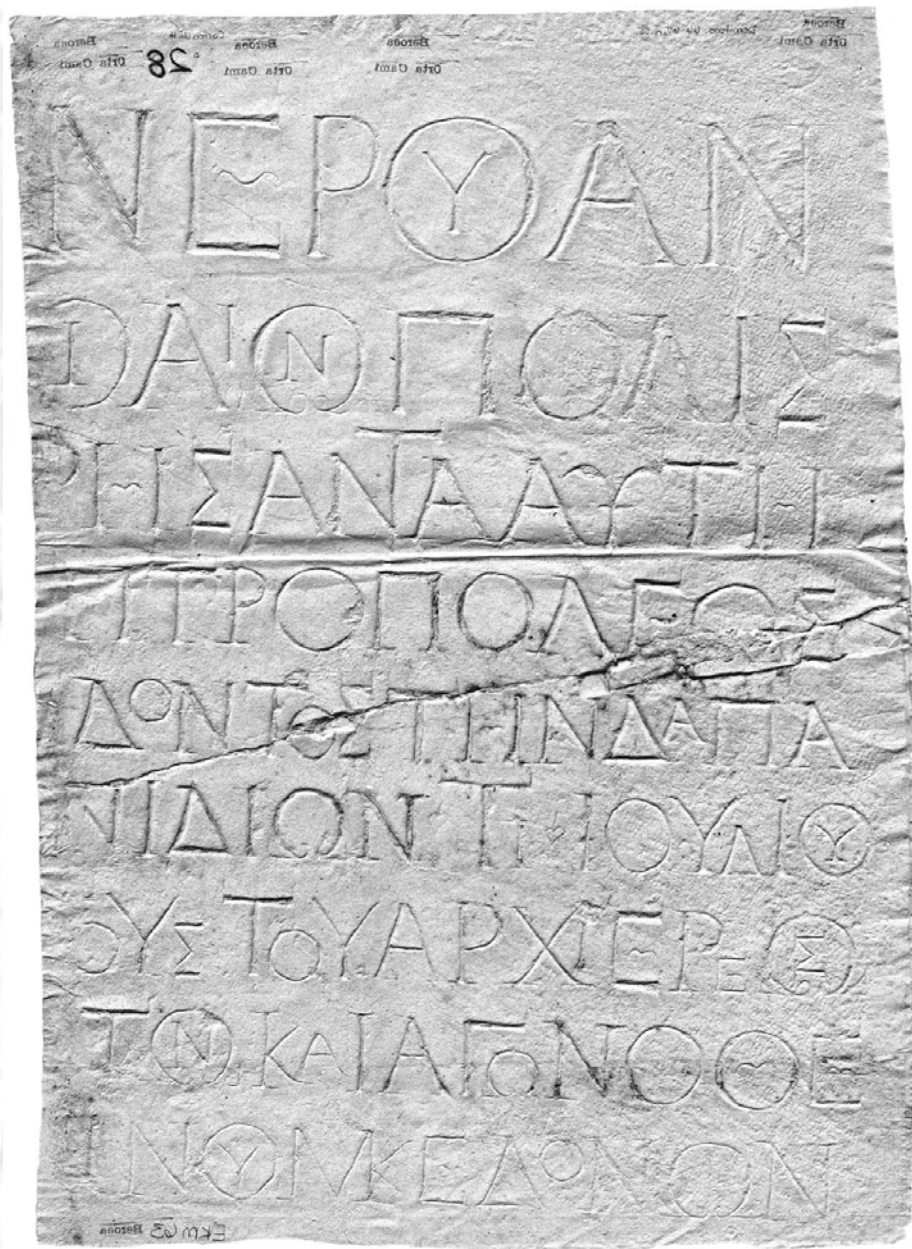
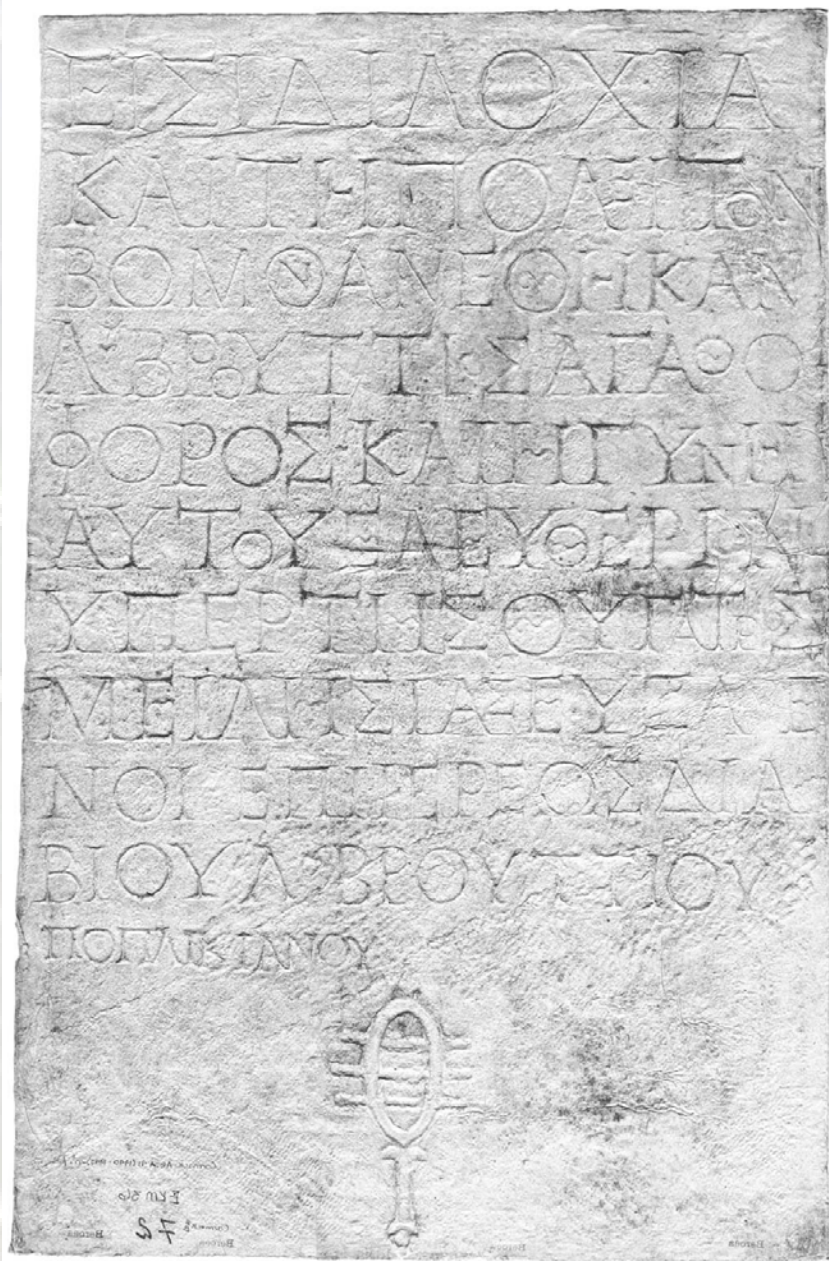
FIGURE 1
Transition from Purchased Materials to Curated Content

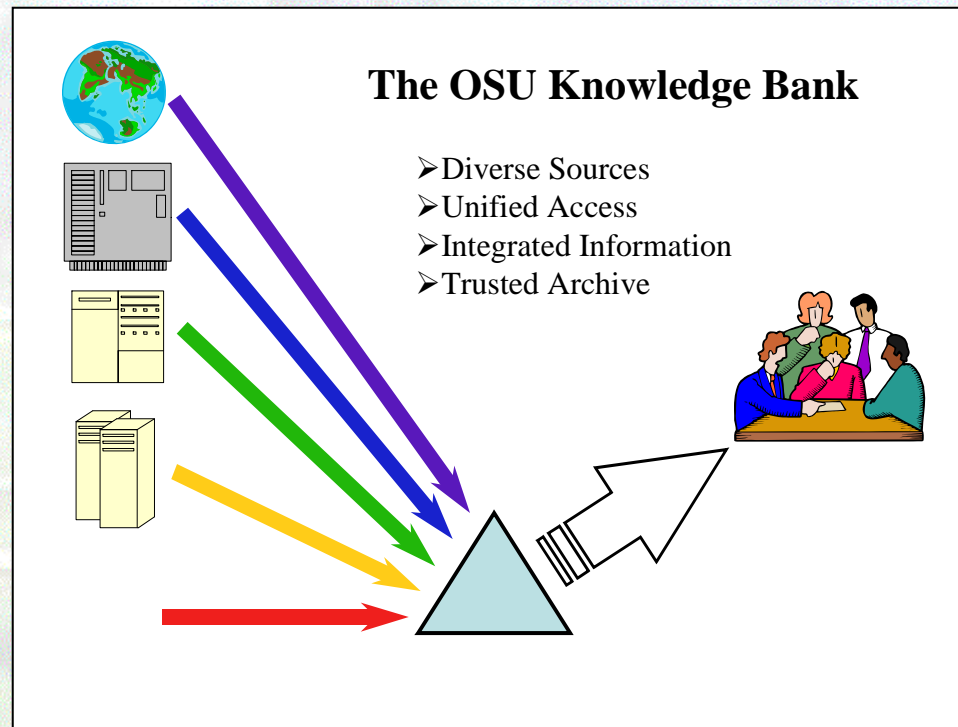


A second challenge will be to develop the level of support for this activity to match the level of support that currently exists for purchasing content. The value of purchased content is clear, especially to the users. Curating content has a similar value, but this value is not always as clear.²⁵ There will be a

aging these collections. It should also

temptation to be a free rider. Since open access provides information at no cost





A Proposal for Development of an OSU Knowledge Bank

Submitted to the
OSU Distance Learning/Continuing Education Committee
June 21, 2002

http://www.lib.ohio-state.edu/Lib_Info/scholarcom/KBproposal.html

By
The OSU Knowledge Bank Planning Committee
Chair: Joseph J. Branin, Director of Libraries

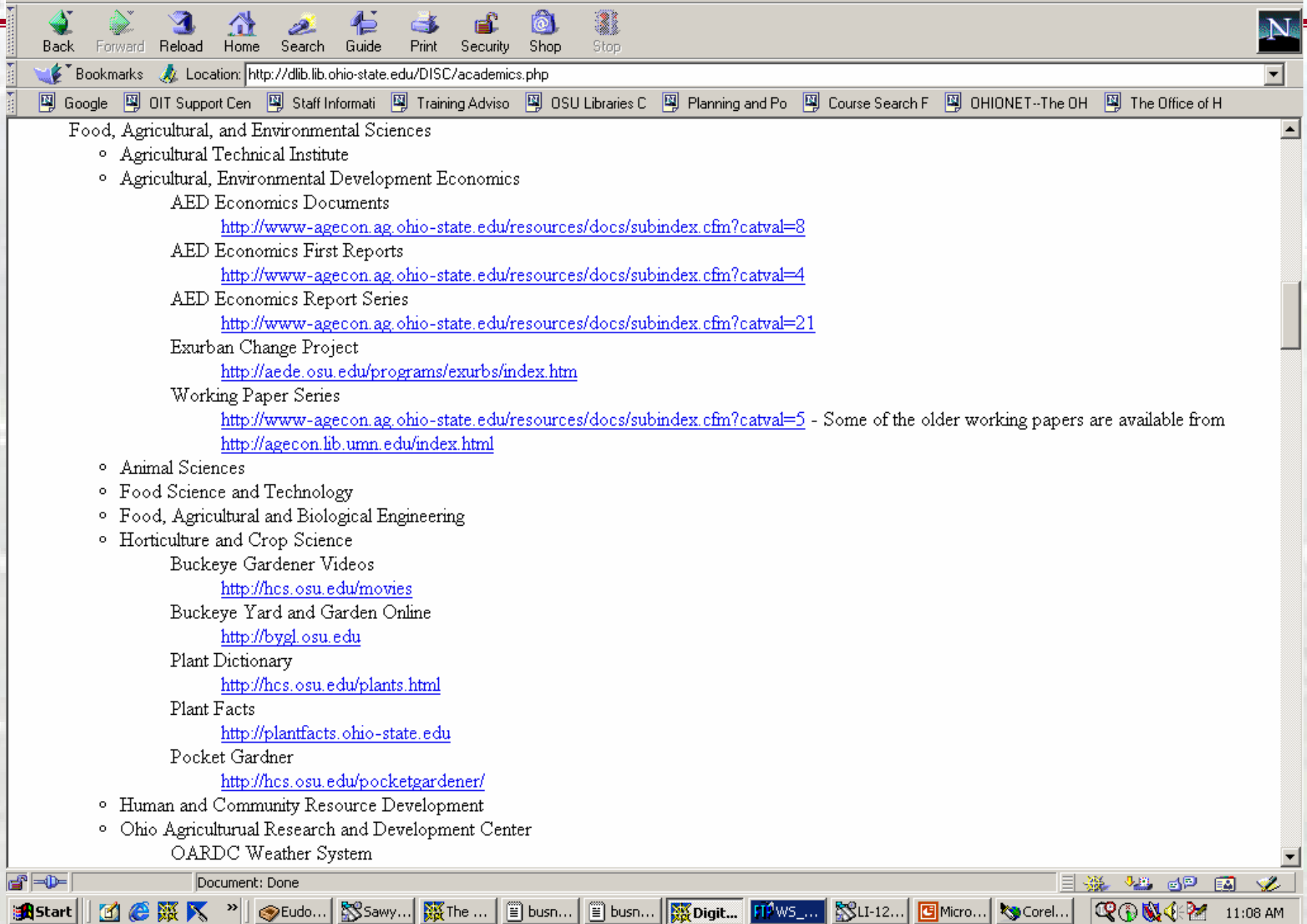
The Knowledge Bank Broadly Defined

The OSU Knowledge Bank project proposes to create a knowledge management system for the University that will support the creation, organization, storage, and dissemination of the institution's digital information assets.

The Knowledge Bank will be both a “*referatory*” providing links to digital objects and a “*repository*” capable of archiving the increasing volume of digital content created at OSU for long-term use and preservation

Digital Knowledge Bank at OSU

- Online Published Material
 - E-books, e-journals, government documents, handbooks
- Online Reference Tools
 - Catalogs, indexes, dictionaries, encyclopedias, directories
- Online Information Services
 - Scholar's portal, alumni portal, chat reference, online tutorials,, e-reserves, e-course packs, technology help center
- Electronic Records Management
- Administrative Data Warehouse
- Digital Publishing Assistance
 - Pre-print services
 - E-books, e-journal support
 - Web site development and maintenance
- Faculty Research Directory
- Digital Institutional Repository
 - Digital special collections
 - Rich media (multimedia)
 - Data sets and files
 - Theses/dissertations
 - Faculty publications, pre-publications, working papers
 - Educational materials
 - Learning objects
 - Course reserves/E-course pack materials
 - Course Web sites
- Information Policy
- Research/Development in Digital Information Services
 - User needs studies
 - Applying best practice
 - Assistance with Technology Transfer



KnowledgeBank

UNIVERSITY LIBRARIES AND OFFICE OF THE CHIEF INFORMATION OFFICER



Search the Knowledge Bank:

Go

[Advanced Search](#)

- [Home](#)
- [About the Knowledge Bank](#)

Browse

- [Communities & Collections](#)
- [Titles](#)
- [Authors](#)
- [By Date](#)

Sign on to:

- [Receive email updates](#)
- [My Knowledge Bank](#)
authorized users
- [Edit Profile](#)
- [Help](#)

The Knowledge Bank at OSU

The Knowledge Bank is Live!!

Welcome to the Knowledge Bank, a joint initiative of the [University Libraries](#) and the [Office of the CIO](#).

The Knowledge Bank uses D-Space software, developed jointly by [MIT Libraries](#) and [Hewlett-Packard](#)

Communities in the Knowledge Bank

Select a community to browse its collections.

- [Hilandar Research Library \(Under construction\)](#)
- [Honors Theses](#)
- [Knowledge Bank](#)
- [Learning Objects Research Community](#)
- [Ohio State University Libraries](#)
- [Ohio State University Press \(Under Construction\)](#)
- [Olentangy River Wetland Research Park](#)
- [Technology Enhanced Learning & Research \(Under construction\)](#)



Welcome to the Knowledge Bank!

[OSU Digital Projects](#)
[OhioLink](#)
[OhioLink FTP Center](#)



start



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news...

WS_F...

Adob...

2 Mi...

3 Co...

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
Internet



5:53 PM

KnowledgeBank

UNIVERSITY LIBRARIES AND OFFICE OF THE CHIEF INFORMATION OFFICER

**Search the Knowledge Bank:** [Advanced Search](#)

- [Home](#)
- [About the Knowledge Bank](#)

Browse


- [Communities & Collections](#)
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Sign on to:

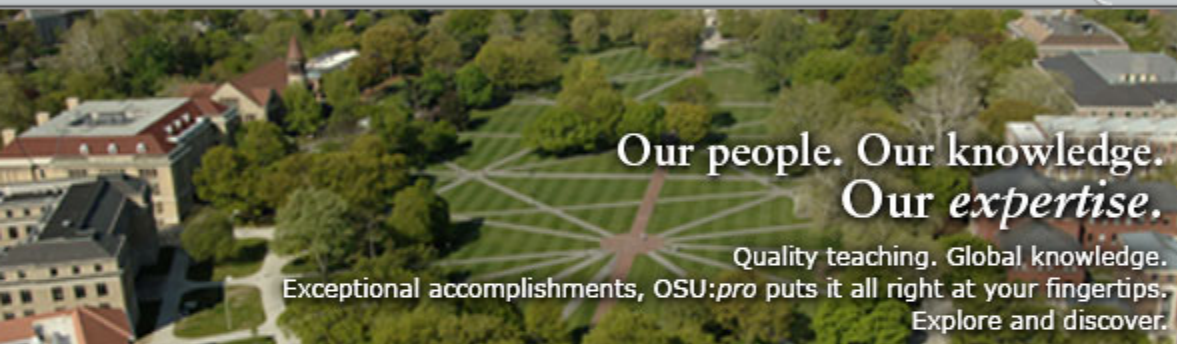
- [Receive email updates](#)
- [My Knowledge Bank](#)
authorized users
- [Edit Profile](#)
- [Help](#)

[The Knowledge Bank at OSU](#) >

Olentangy River Wetland Research Park

Community home pageIn: Search for or **browse**

Introduction: The Olentangy River Wetland Research Park at The Ohio State University is designed to be one of the comprehensive wetland research and education facilities in the nation at a major university. It is located on a 30-acre owned by The Ohio State University, immediately north of the Columbus campus. Phase 1 of site development, which featured construction of two 2.5-acre deep-water marshes and a river water delivery system, was completed in 1995. Phase 2 which involved establishing the infrastructure for research and education of the site, including additional



By design, OSU:pro helps to organize your scholarly activity, streamline the building of your dossier, and end duplicative efforts in reporting to help save time and money across the academic enterprise.

Our tool also communicates your professional accomplishments to visitors searching for local expertise, thereby expanding opportunities for the community to interact and engage with us.

OSU:pro puts knowledge management into practice- by reshaping the tools we use to document and share our knowledge and skills here at The Ohio State University.



What's New?

Just about everything! Log in to experience our new user interface with expanded tools to make personalizing and updating your dossier information even easier.

Check this section weekly for updates as we roll out new features, reports, and other functionality to make the most of your scholarly accomplishments.

LOGIN

► **OSU User Login**

► **Guest Login**

► Winner of the 2007 Innovation Award

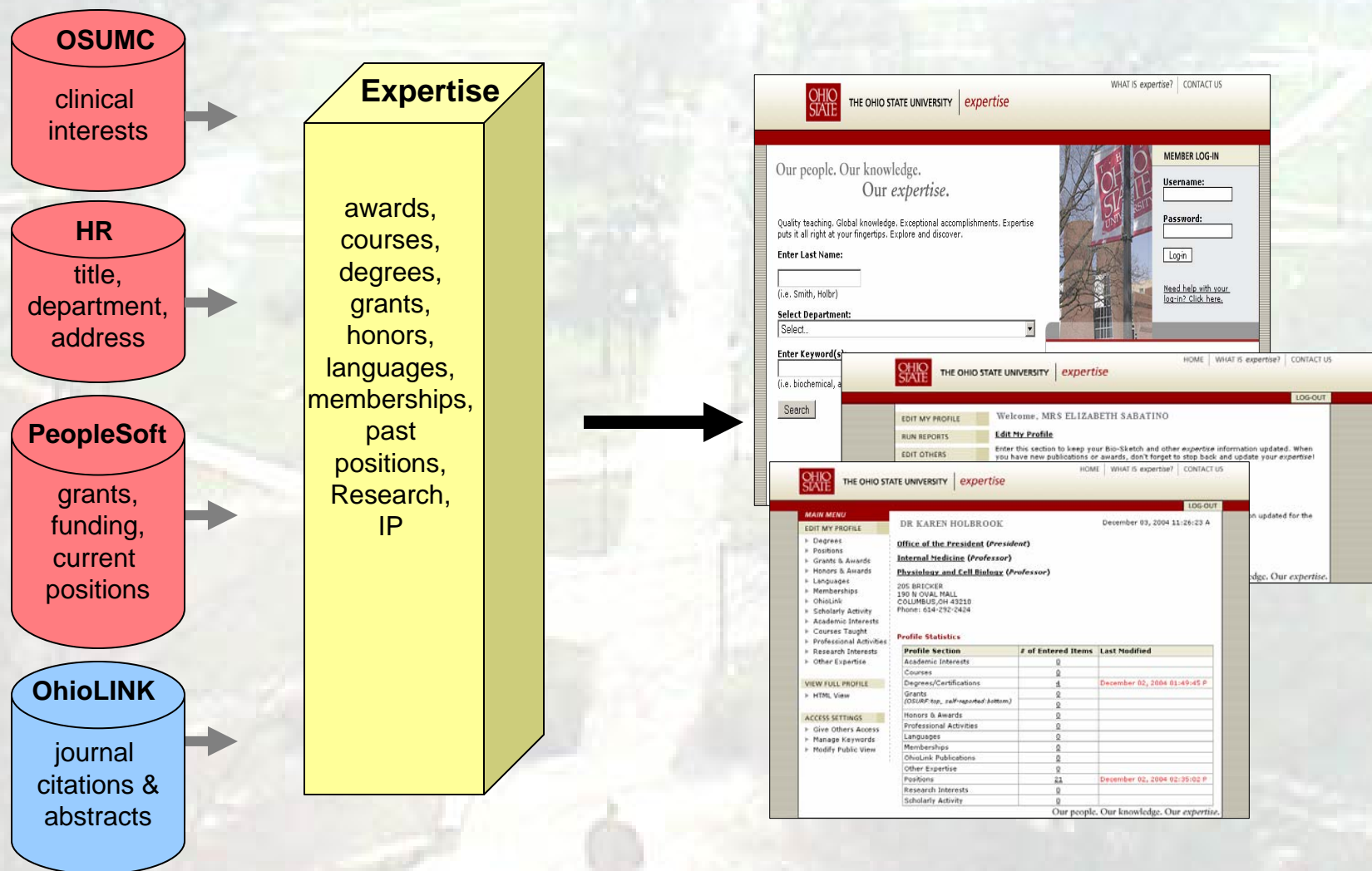


OSU:pro was honored with the inaugural Innovation Award by [the Association of Academic Health Sciences Libraries \(AAHSL\)](#) at their national joint meeting with [the Association of American Medical Colleges \(AAMC\)](#)

► internal partners

[Center for Knowledge Management](#)
[Office of Academic Affairs](#)
[University Knowledge Bank](#)
[Ohio State University Medical Center](#)
[University Libraries](#)
[OhioLINK](#)
[OSU Research Foundation](#)
[Office of Information Technology](#)

OSU Pro: Leveraging Canonical Data Sources



“The Gene Hunters”: A Suggested Case Study

“The Gene Hunters: Closing in on the Origins of Alzheimer’s Disease,” Sue Halpern, *The New Yorker*, December 12, 2005, pp.84-93.

- What kinds of information do scientist need and collect in genetic research?
- How is this information collected, organized, stored, preserved, and shared?
- What role do librarians play in genetic research ?

New Roles for Librarians as “ Knowledge Managers”

- Librarians “can no longer meet the information needs of faculty and students through the traditional avenue of simply adding to their collections.” (Battin and Hawkins, *Mirage of Continuity*, 1998)
- New Roles
 - Managing knowledge content (working more closely with faculty and students to design, organize, and maintain a broader range of digital assets.)
 - Using information technology to create new organizational (metadata), retrieval (discovery), and storage (preservation) options
 - More active role in the educational and research mission of university (integrating information resources and services in teaching and research activities)
 - Active learners and educators: teaching information literacy, programming library space, outreach to faculty and students, grant-seeking and fund raising



**Managing our legacy and traditional space,
place, and services**



**Envisioning and shaping our new
space, place, and services**

Touch of Print: Making Sense of Information



Library Storage Needs



Low Memorial Library
1894



Butler Library
1934

Overcrowded Shelving Conditions



Less-than-ideal Storage Conditions

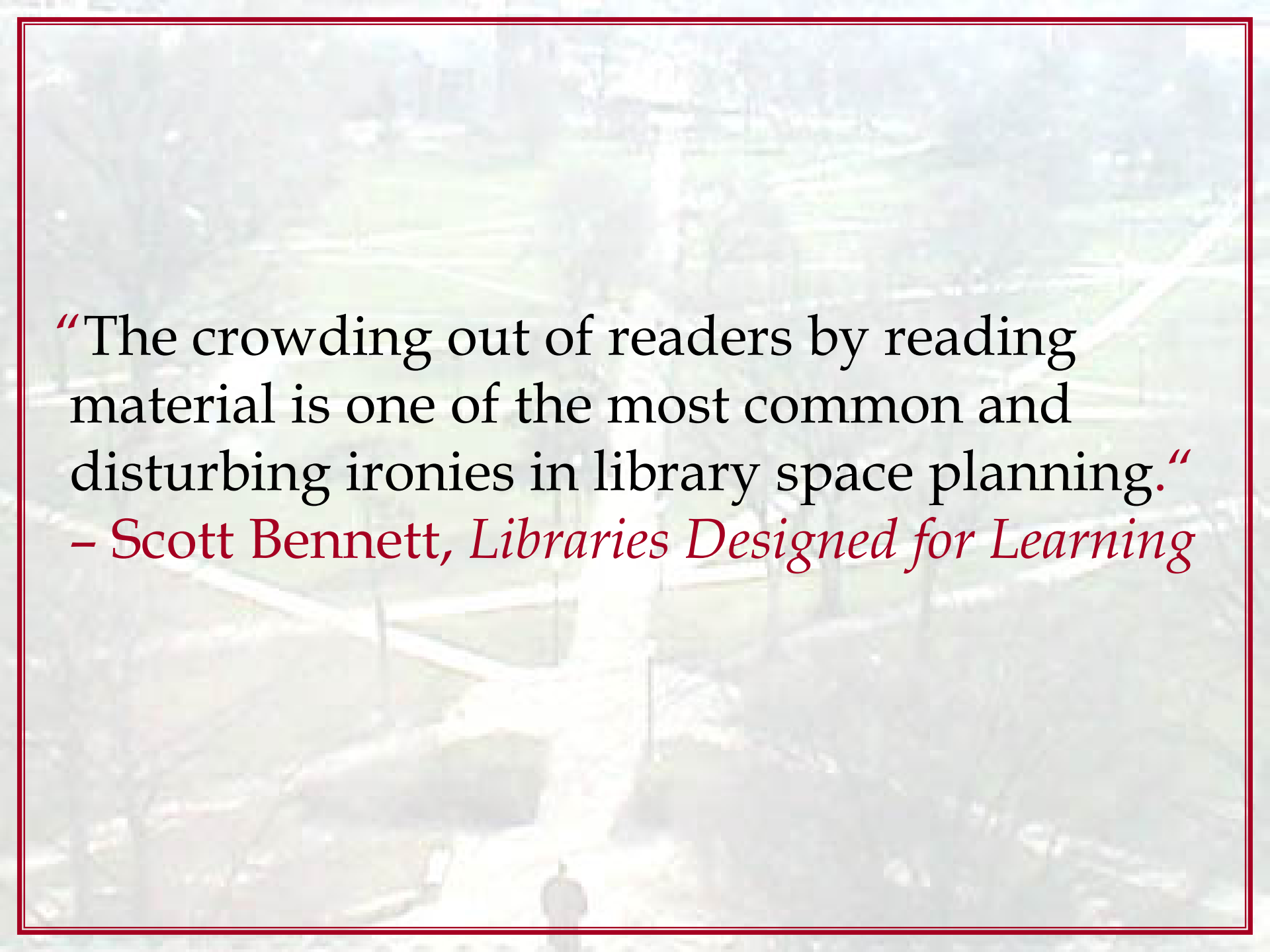


The Original Reading Room



The Current Reading Room





“The crowding out of readers by reading material is one of the most common and disturbing ironies in library space planning.”
– Scott Bennett, *Libraries Designed for Learning*

The Grand Reference Hall, 2009 (rendering):







Expanding Document Delivery Services



Scanning and electronic delivery of articles from print journals for students and faculty = 24,000 items per year (at start up)

Document Delivery

Books from Libraries' collections delivered to nearest library or through campus mail to faculty offices and student dorms = 56,000 items per year

Interlibrary Loan

Material borrowed from other libraries for pick up or document delivery = 102,000 items per year

Facility Improvements



Thompson Library



Book Depository



Science & Engineering Library



Sullivant Hall



**Cornell's Periodicals Room
was hardly used by 2001.**

Sarah Thomas

**Transformed into a wired
café, the space is now one
of the campus's most
popular study and meeting
places.**



What Users Want...

- 24/7
- Self-reliance
- Technology
- Amenities
- Quiet zones
- Social interaction

Sarah Thomas,
Cornell





Wilson Library, University of Minnesota

Digital Union



The Library West Commons



Georgia Tech Libraries

The Multimedia Workshop



Georgia Tech Libraries



Ohio State

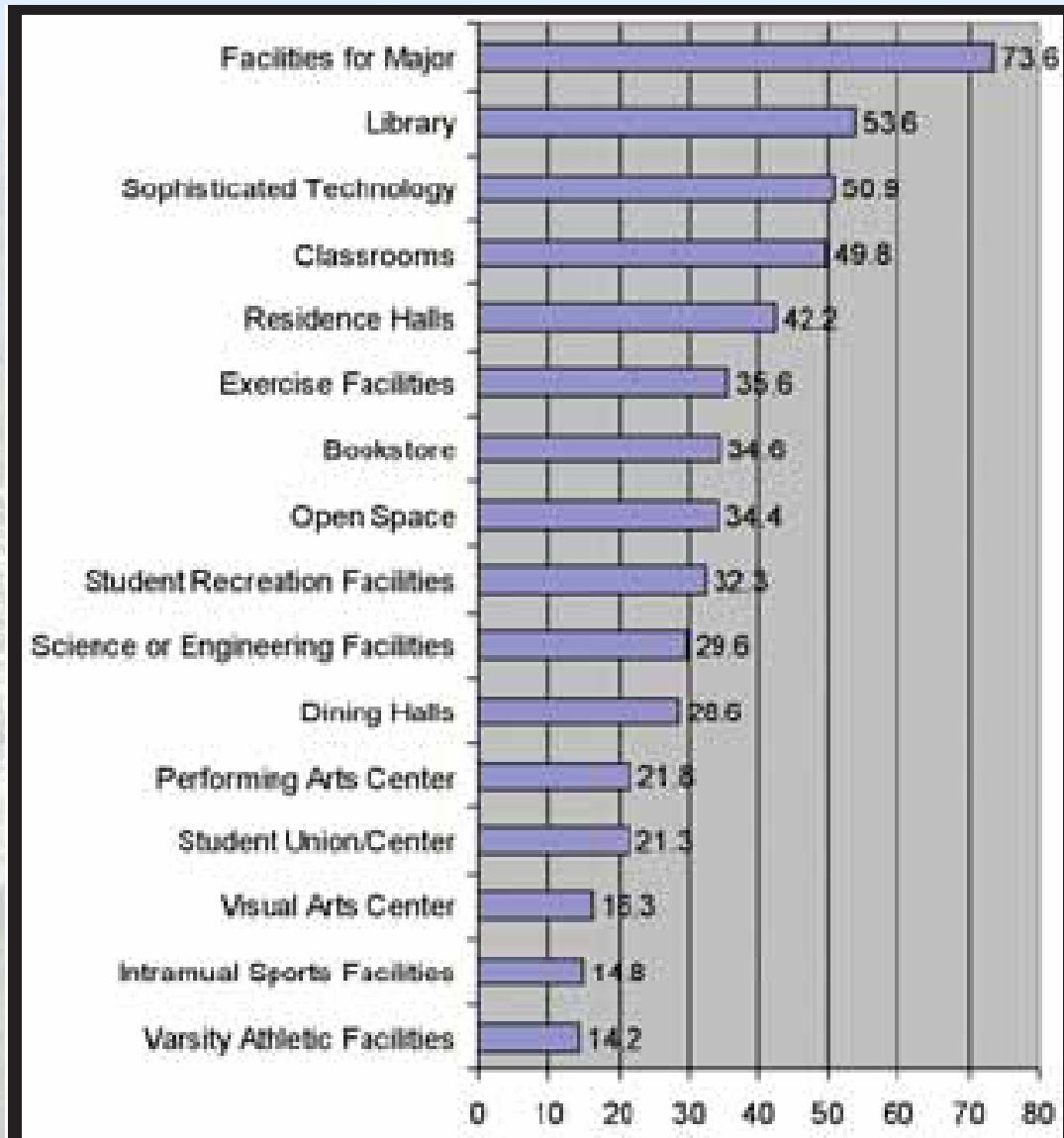


Colby College

Libraries Key in Shaping Students' College Choice

- A new study by the Association of Higher Education Facilities Officers reveals that more than half the students surveyed ranked the condition of a university's libraries near the top of their list of reasons for choosing a college
- Only lower than facilities related to specific majors
- Higher than classrooms, dorms, rec centers, student unions, cafeterias

Extremely or Very Important Facilities in the Selection Decision Process



Facilities Manager
March/April 2006

New Learning Space Design in Libraries

- Balance between collections and user space
- Robust information technology infrastructure
- Consolidation of collections and service points
- Variety of public spaces: quiet, private, gathering places, much more group study, very flexible meeting and teaching space
- More events and programs: exhibits, displays, lectures, tutoring, seminars
- Partnerships with CIO, Teaching Centers, Student Services
- Open office/studios for library staff
- Attention to social amenities: café, lighting, displays, soft furniture

Changes in Place, Space, and Services in Research Libraries in the Digital Age

➤ **Information Space**

- New ways to manage print and digital collections
- The rise of knowledge management responsibilities

➤ **Learning Place and Organization**

- Using library real estate for a learning place
- Redeployment of library personnel and services in support of knowledge management and active learning

Creating a More Collaborative Information Services Environment

- Within the Institution
 - enterprise-wide IT architecture and information services
 - teaching and research support

- Among Libraries
 - State-wide library cooperation (OhioLINK)
 - Multi-type library cooperation
 - Regional, national, and international efforts

Welcome to OhioLINK[OhioLINK Library Catalog](#)[Electronic Journal Center](#)[Digital Media Center](#)**Chat With A Librarian**[Tips](#)**Explore OhioLINK Databases**[By Subject](#)[By Type](#)[By Name](#)[Subject Cluster Search](#)[E-Journal Finder](#)[My Express Links](#)[About OhioLINK](#)[Members](#)[Search pages on this website](#)**OhioLINK**
Ohio Library and Information Network

Quick and simple search:

Go

[\(What's this?\)](#)

The library at Kent State University, an OhioLINK member. OhioLINK is a consortium of the libraries of 84 Ohio colleges and universities, and the State Library of Ohio.

New at OhioLINK: [ODCE Conference Proposals Due October 31](#) (October 08, 2004)

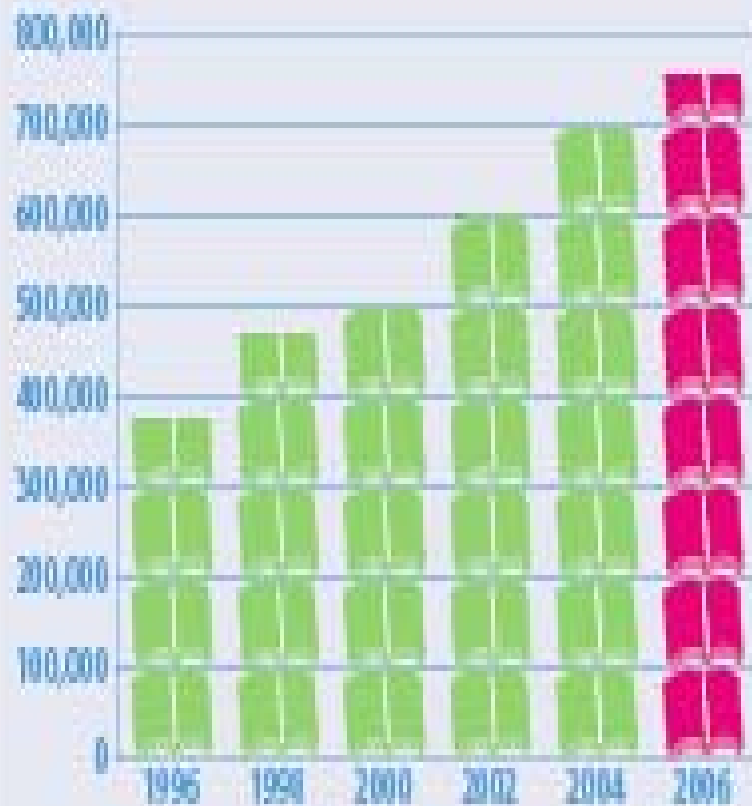
[OhioLINK Update Newsletter - October Issue Online](#) (October 08, 2004)

[Eric Full-Text Documents Now Freely Available](#) (October 04, 2004)

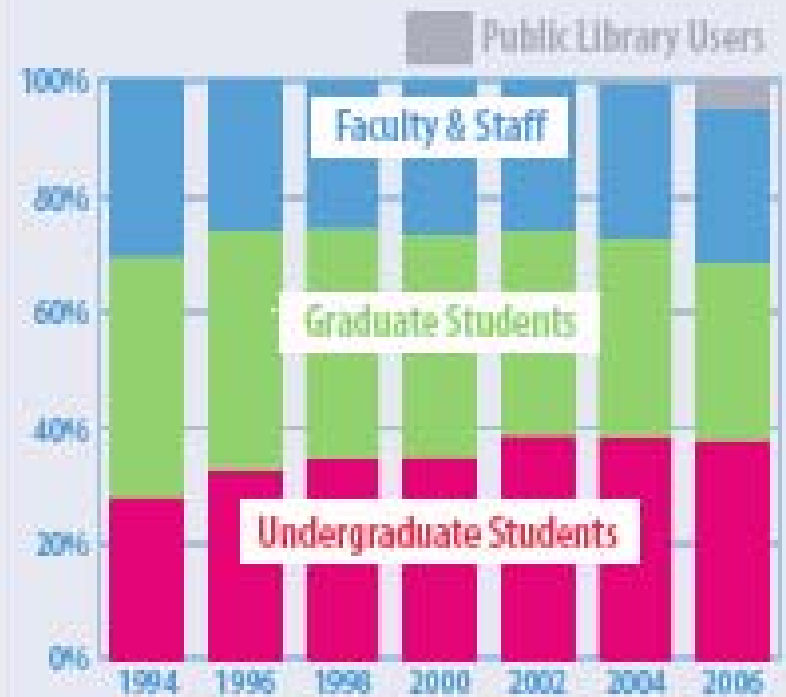
[Reference E-Books Collection Grows to 348](#) (October 01, 2004)

OhioLINK In Reach Services

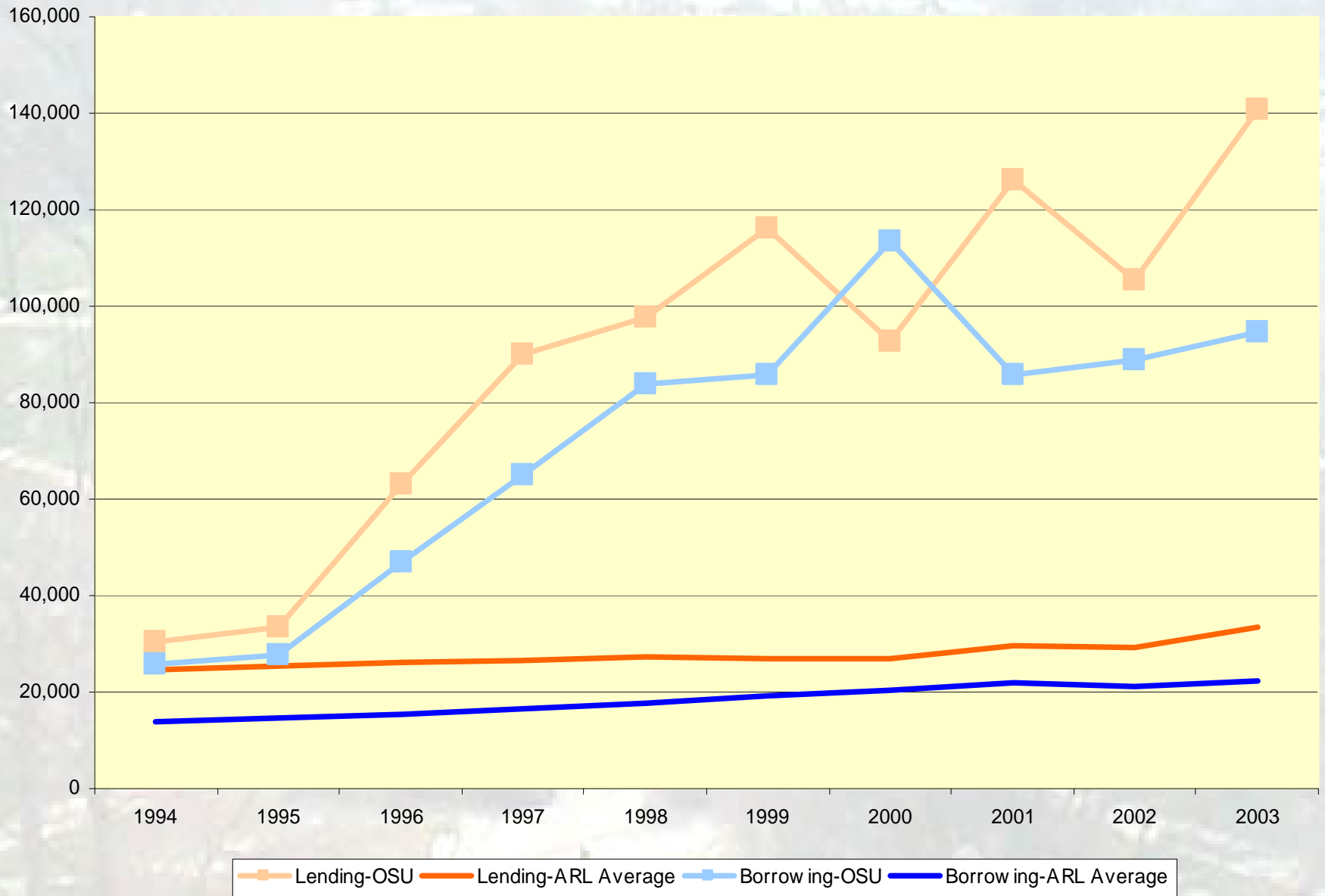
Number of Library Items Delivered





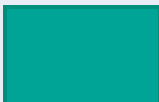
Online Borrowing by Patron Type

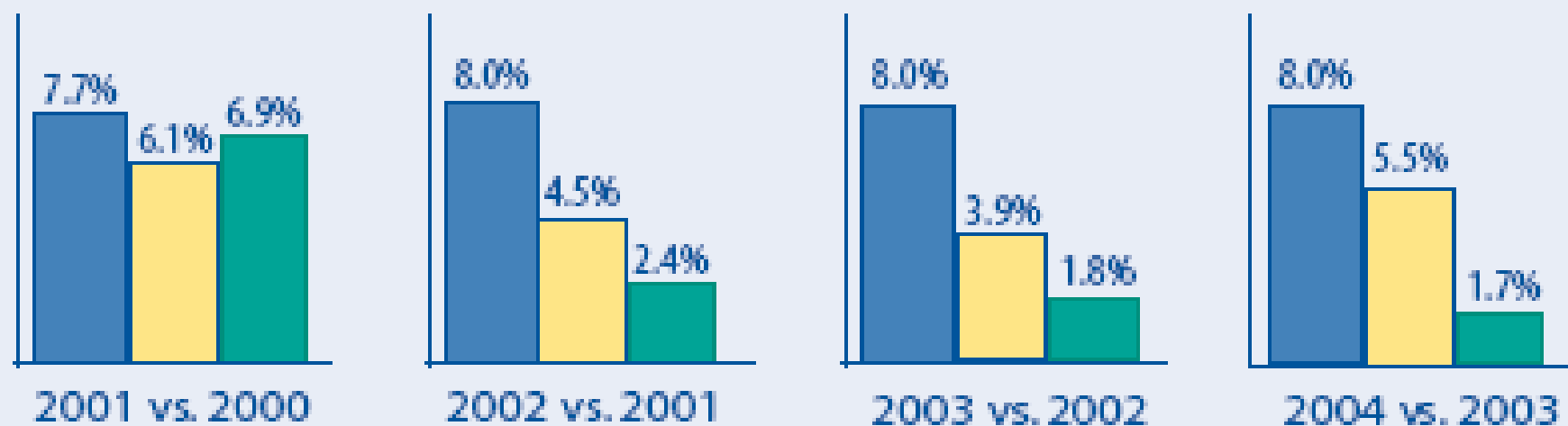


Interlibrary Lending/Borrowing at OSU



Cost Effective Purchasing Power

-  Average Annual Journal Cost Increase for Typical Academic Research Library
-  Average Annual Cost Increase for Journals Licensed through OhioLINK
-  Average Annual Cost Increase for Research Databases / General & Business Journals Licensed through OhioLINK



Redeployment of Personnel and Resources

➤ What's on the decline

- Overcrowded stacks and facilities
- Traditional acquisitions
- Circulation and in house use of traditional collections
- Number of service points and reference desk services
- Bureaucracy and administrative complexity

➤ What's on the rise

- Library consortia and resource sharing
- Knowledge management
- Digital repository service
- Presence on the public Internet
- Learning Commons
- More and better use of student employees
- Teaching and research partnerships
- Outreach and marketing
- Librarians and library staff as leaders, managers, and teachers